

JEWELRY

Tiffany & Co. confirms upcoming collaboration with Nike

January 31, 2023



The collaborative Tiffany & Co. x Nike Air Force 1 sneaker is materialized in black suede with Nike's signature swoop logo in pebbled leather, colored in Tiffany Blue. Image credit: Tiffany & Co.

By LUXURY DAILY NEWS SERVICE

U.S. jeweler Tiffany & Co. is going live with the debut of its first official product partnership with Nike.

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Meeting widespread anticipation and conversation, The brand has gone live with images across its online profiles confirming the collaborative release. Taking the form of a low-top sneaker, the Tiffany & Co. x Nike Air Force 1 Low arrives alongside a number of silver accessories.

Walking on Air Force

While hints of the campaign hit the web last week – presented via a picture of a shoebox colored in Tiffany's signature blue and featuring the signature Nike "swoop" logo – Tiffany & Co. has officially come forward with details on the "A Legendary Pair" partnership.

Social media material first teased the launch on Jan. 29, while a new set of posts from Jan. 31 offer more insight regarding creative direction. Meanwhile, a pre-save Tiffany [landing page](#) promises further particulars to come and gives a first glimpse of the sneaker itself.

A legendary pair, indeed. Discover more: <https://t.co/9luq0ydt1d> #NikexTiffany #TiffanyAndCo pic.twitter.com/igqZmKrVnM

Tiffany & Co. (@TiffanyAndCo) [January 31, 2023](#)

Materialized in black suede, the sneaker features Nike's signature swoop logo in pebbled leather, colored in Tiffany Blue. A silver heel plate integrates additional brand markers.

A number of co-branded accessories appear to accompany the footwear, including a shoehorn, shoe brush, Nike's signature shoelace dubrae plate, typically positioned atop the shoe, and a whistle, all displayed in varying shades of

the cool Tiffany & Co. color.

The jeweler's website lists the sneaker as "Coming Soon" and welcomes shoppers to sign up for alerts via text or email. A spring 2023 launch is rumored, with pricing speculation landing at \$400.

Though this will be its first official foray with the jeweler, Nike has a habit of teaming up with luxury several fashion houses to create various versions of its popular Air Force 1s.

Under the direction of late designer Virgil Abloh, the brand collaborated with French fashion house Louis Vuitton on a number of exclusive editions. The sneakers were released in 2022 as "The Nike Air Force 1 by Virgil Abloh Project" ([see story](#)).

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